

## Consider the many benefits of hiring new grads

By Tony Robertson

**Y**ou're looking at two résumés. One prospect has a high school education, and has been in the field for a few years. The other just graduated college.

There's an obvious benefit to hiring experienced help. They've been around a while, already seen the bizarre stuff that crops up, no matter the field. But what about the other résumé from the guy who just graduated, and is looking to start a career? His only experience is as a mail clerk for a company that has nothing to do with your

line of work. All he's ever done is sell stamps and count inventory. Is giving him a shot really worth dealing with the hassle of his inexperience? It sure is.



Chief among the reasons to hire this fledgling is that he has something to prove - not just to you, but to himself. This candidate just spent loads of time and resources pursuing a piece of paper saying he is qualified in one specialized area, and he's dying to validate that choice by putting those skills to work. Even if this candidate's area of focus isn't an exact match for your field, consider this: colleges require students to take a broad base of classes as part of their core curriculum. These classes build a strong foundation of skills. English classes enhance communication skills and math courses teach enough to build a budget or track revenue. Basic computer classes are always required, often covering business-friendly skills like Word and Excel. Many colleges also require at least one semester of "linear

reasoning," or "critical thinking" instruction. The ability to reason out a problem, to handle it coolly and logically, is a valuable, and hard-to-find skill.

The idea of company loyalty seems to be a relic of generations past, though today's economy is the perfect nursery to re-grow such a notion. How many students graduated in the past year, and are chomping at the bit to start the next phase of their lives? On May 9 of this year, 2,500 plus students graduated from UNLV alone. They're out there, eager to show off the skills they've been cultivating for the past four or five years. They're also well informed, aware of the country's economic state, and they understand our growing rate of unemployment. If throwing them a lifeline in this proverbial economic tempest doesn't inspire loyalty, nothing will.

Then there's that beautiful bottom-line aspect: cheap labor. Your prospect is used to living in a dorm, and surviving on pizza crusts and warm Coke. A job that provides some actual spending money and doesn't require endless nights of homework looks like a fairy-tale. Eventually, your new hire will grow, mature and ask for raises, but for the early part of his or her career, you'll get the deal of the century with regard to cheap, yet skilled, labor.

There are qualified people knocking at your door right now, waiting for you to give them a chance. They haven't proven themselves in the field yet, but they're eager to do so. It's a new day. It's time for some new blood in your company. Next time you're torn between the kid who's fresh out of school and the grizzled vet, consider the grad. You might have a little extra training to do, but it'll pay off in the long run. ■

## New "Fight Fraud Taskforce": Don't be a victim

**T**here's a fraud to be found around every corner. The Nevada Department of Business & Industry has created a new "Fight Fraud Taskforce" to keep citizens and business owners apprised of the latest scams and fraudulent activities via its Web site, [www.FightFraud.nv.gov](http://www.FightFraud.nv.gov).

"Businesses are targeted by con artists as much as consumers," explains Elisabeth Shurtleff, Public Information Officer for the Nevada Department of Business and Industry and chairperson of the Fight Fraud Taskforce. "That's why we created a Small Business Fraud section on the Fight Fraud Web site, specifically to address those scams impacting the business community. The Taskforce was created as a clearinghouse, a means of exchanging information so that we could make the public aware of what scams were affecting their neighborhoods."

This statewide taskforce includes members from the Las Vegas Metropolitan Police Department and other local law enforcement agencies, DMV, I.R.S., the Attorney General's Bureau of Consumer Protection, the Nevada Consumer Affairs Division, FTC, the Treasury Department, the PUC, the Department of Justice, U.S.P.S., and experts from the private sector. The Web site provides:

- Fraud alerts
- Downloadable complaint forms
- Contact information for various agencies that handle fraud reports

"*FightFraud.nv.gov* teaches Nevadans to identify the warning signs of a scam and reduce the chance of losing their hard-earned money," says Shurtleff. "It also gives them the tools for recourse."

For more information, visit [www.FightFraud.nv.gov](http://www.FightFraud.nv.gov). ■